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GOVERNMENT HAS ORDERS NOW FOR 50,000 AUTOS

Market Will Be Stripped as
Full War Demand Comes,
Say Dealers

"The government has just distributed orders for 50,000 motor cars of all descriptions," said Tom Botterill, the expert. "This is just preliminary—the first of the war orders, which shortly will demand practically all the cars of certain grades that can be manufactured. Fifty thousand motors are necessary for immediate organization uses. We can only conjure what tremendous demands will follow when the government begins to mobilize the great army which will begin to take shape in a few weeks."

"Automobile men know they face a shortage. Many of them have bought stock far in advance of their usual schedule to be prepared. The general public also is beginning to realize that the car market will be short this year. It is not improbable, indeed, that the shortage will be so acute that dealers who have cars on hand will be able to ask almost any price they wish for them."

"If we need an example of how war strips the motor market we can find it in France, or any of the nations at war. France is now making five times as many cars as it did before the outbreak of the war, and only a few of these are available for private purchase."

"Many people in the United States are thoroughly aware of the situation and have prudently bought their cars while there is time. I don't know how much war orders will increase this difficulty, but I do know war orders must take precedence."

"People intending to buy motor cars this year should place their orders now to be on the safe side."

FORD MOTOR COMPANY

MAY ADVANCE PRICE IS

NOTICE GIVEN DEALERS

The Ford Motor Company is

notifying its dealers that an in-

crease in price may be necessary

in the near future. Unfilled or-

ders now on books amount to

\$100,000, and these will be filled

at prevailing prices, but dealers

have been notified that all or-

ders from this time on are sub-

ject to an advance in price, and

that delivery to consumers must

be subject to price advance.

NEW RUBBER MADE FROM OLD

Product in Big Demand and
Industry is Growing
Apace

Making new tires out of old ones is a new industry in Denver, Colo., which promises to play an important part in making Colorado a manufacturing center of nationwide importance. The Western Rubber Supply company, 1620 Broadway, is a new manufacturing concern in that city which has built a factory in the last two months and has started manufacturing automobile tires—new tires on a large scale from casings which have outworn their original usefulness.

This is a unique industry. It is strictly a Colorado industry, and it is unique in that it is the only industry of its kind between the Rocky Mountains and the Atlantic ocean. A plant built and equipped at a cost of \$16,000 at Thirteenth avenue and Inca street, is turning out fifty tires a day, and has established in the last months a demand for its product which has made it necessary for the concern to purchase additional equipment and increase the capacity of the plant five-fold.

Two months ago this concern started with five men to manufacture new automobile tires from old ones. Today it employs thirty-two men and machinery has been ordered for increasing the capacity and the working force to five times its present output. When this new machinery is installed the factory will be turning out 250 tires a day, besides various rubber accessories.

The Western Rubber Supply company buys all the old tires it can find. It buys new rubber and fabric from one of the largest rubber producing plants in the country. It uses 3,000 pounds of outer tire covering, 1,000 pounds of breaker fabric, 1,000 pounds of cushion rubber and 250 gallons of cement in a week. The monthly payroll now is \$2,000. In a short time it will be three or four times as much if present indications materialize.

The plant is a two-story brick structure just completed. Already the company is searching for another site, however, somewhere on South Broadway, where trucking facilities will be available, in order that the tires can be shipped out directly from the plant.

The retail office of the concern is at 1620 Broadway. This office handles the retail sale of tires for the Denver trade. Motorists can take their worn-out tires there and have them rebuilt. According to Richard A. Lehigh, president of the company, the old tires can be rebuilt to order.

Today these rebuilt tires are being sold in all the western states surrounding Colorado, as far east as Chicago and as far south as Texas. The concern is strictly a Colorado industry, financed by Colorado capital and operated throughout by Colorado men. E. A. Austin is vice president and L. M. Richeson is treasurer.

The process of making new tires from old tires is an interesting one.

The dilapidated remnants of poten-

tial speed and distance are placed on

buffing machines, which separate the

old fabric from the dead rubber. The

old fabric is then painted over with

new rubber cement and placed on

building and shaping forms. A new

cushion, a new breaker strip and a

new four-ply outer tread are here-

built into the rejuvenated fabric and

a two-ply lining is placed inside the

casings. The casing is then placed on

a steel rim and a tightly compressed

outer wrapper is applied. An inflated

tube is then placed inside the casing

to give it pressure and the casing is

vulcanized. The wrapper is then cut

off the inside of the tire, the steel

rim is removed and the new tire is

ready for inspection and shipment.

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QUALITY FITTINGS NOW

Exclusive patterns are employed in

the upholstering of Detroit electric.

Only the finest grades of whipcord

and leather are used and these de-

signs, of which Detroit electric buy-

ers have a large selection, cannot be

found in any other motor cars.

This is only one of many refine-

ments which are to be found in these

quality cars that cannot be obtained

in other motor cars of similar price.

As a family motor car, the Detroit

electric is fitted with every comfort

and convenience for motoring. The

upholstery is deep and luxurious and is

fastened over springs made from the

finest steel. These are hand-to-

gether it under, each containing more

than the ordinary cushion.

Detroit electric are lined

with the same material as

the body and this is laid on

upholsterers over a cotton

padding to give it a smooth surface.

At the rear, a clock and vases for

flowers are among the interior ap-

TIRE SHORTAGE FORCE ECONOMY FOR WAR PERIOD

Goodyear Agent Advises Mo-
torists Heed Advice of
Manufacturers

A threatened scarcity of tires during the present season, upon which the war will have some bearing, will at least have the effect of making the motorist heed the advice of the large tire manufacturers in the proper care of the tires.

"We have never advised, from a selfish point of view, that motorists give their tires every care and attention," said J. K. McAlpine, of the Schuman Carriage Co., agents for the B. F. Goodyear Rubber company. "All of the literature which we have issued on this subject has been given with the idea of educating automobile owners in the proper care of their tires, so that they might get maximum service from them. The seriousness of this advice will be brought home to thousands of motorists during the present year, for the approximate waste of \$30 per car owner during the 1916 season has been conservatively estimated at \$150,000,000 for the entire country."

And all of this has been due to negligence on the part of the car owner. The tire manufacturers see hundreds of living examples of this negligence every day. A remedy must soon be effected, for this extravagant waste cannot continue. It has almost been impossible for the tire manufacturers to keep pace with the production of new cars and at the same time meet the demands of the cars already in use.

"An actual shortage in certain sizes exists at this time. Due to the alertness of a great many dealers, it may be two or three months before the consumer feels his shortage, but it must come, and when it does, it is then that motor car owners will be more impressed with the idea of giving their tires the care they should have and thereby add much to the service they will give. The average manufacturer is looking for all the business he can get, but the problem of meeting the present demands rather



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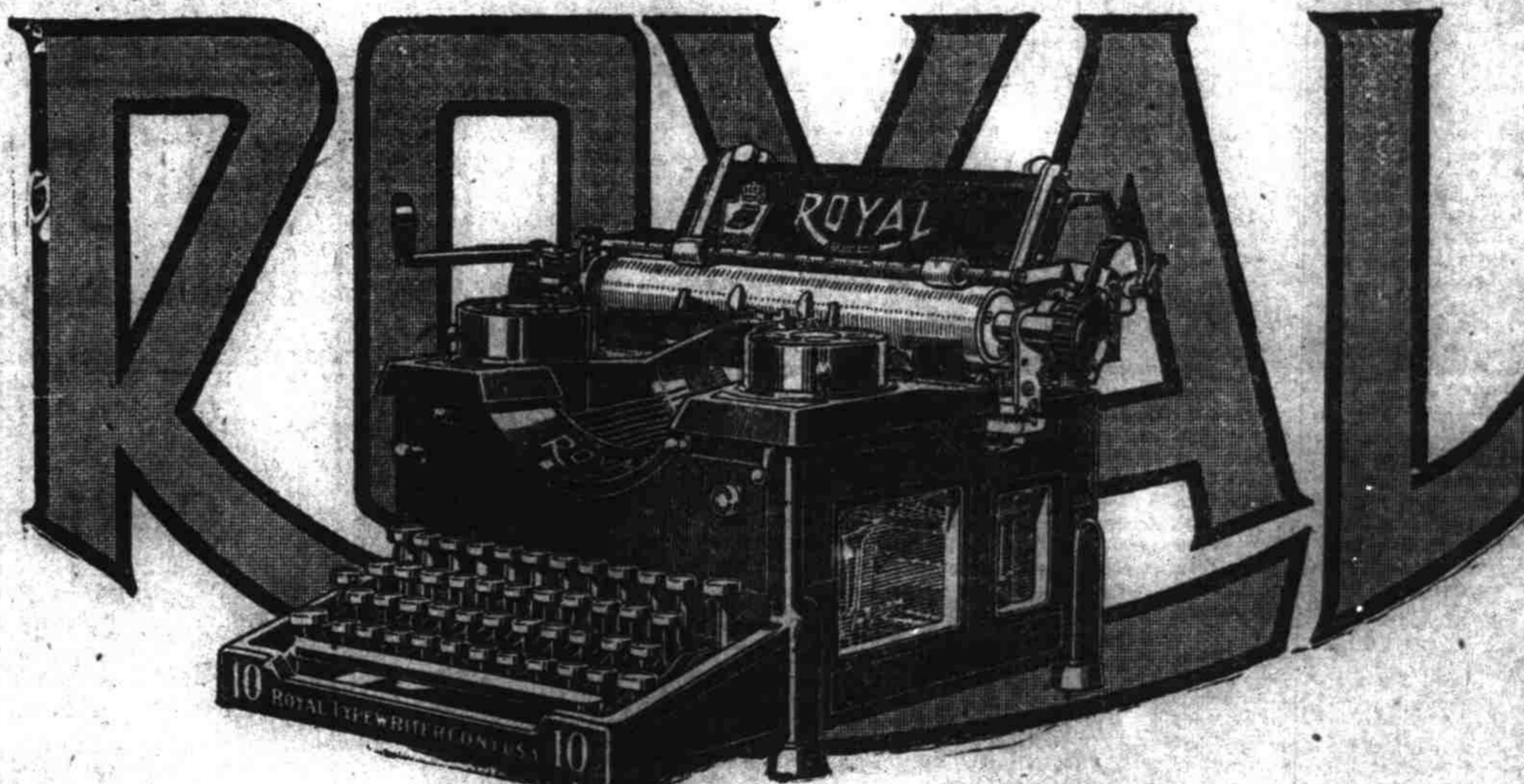
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than anticipating large increases, is the one that all rubber companies are facing today."



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